

PERFORMANCE INDICATOR REFERENCE SHEET for Combating Wildlife Crime Toolkit (version 1.3)	
Reference Information*	Definition/Guidance
Name of Indicator	1.1.b Percent of target audience that expresses desired attitudes
Name of Result Measured	This indicator is linked to Key Result 1.1 (<i>Audience gains greater awareness and concern about the negative impacts of using illegal wildlife products</i>) in the theory of change for Strategic Approach 1 (<i>Reduce Consumer Demand Through Behavior Change Methodologies</i>) in the Combating Wildlife Crime Toolkit .
Is this a USAID PPR Indicator? Y/N	<i>If Yes, note which years the indicator will be reported in the Performance Plan and Report (PPR) and identify to which program element it links in the Foreign Assistance Standardized Program Structure and Definitions (SPSD).</i>
Precise Definition	<p>This indicator measures the percent of a targeted audience that adopts or continues to express attitudes supportive of a desired behavior. It is derived from MEASURE Evaluation 2016a.¹</p> <p>“Target audience” is defined as the population whose behavior, related to the consumption of illegal wildlife and wildlife products, the activity seeks to influence. The target audience needs to be explicitly defined, including the geography in which it occurs and the demographic segment it represents within the general population in the project scope.</p> <p>“Attitudes” are the emotional, motivational, perceptive, and cognitive beliefs that positively or negatively influence the behavior or practice of individuals.</p> <p>“Desired” attitudes are those supportive of the behaviors, related to the consumption of illegal wildlife and wildlife products, the activity seeks to promote. These attitudes must be closely aligned with the messages disseminated through the activity that are tracked in indicator 1.1.a.</p> <p>“Expresses” is defined as a confirmation by a member of the target audience that s/he shares attitudes supportive of the behaviors the activity seeks to promote and has the intention of demonstrating those behaviors.</p>

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	<p>The indicator is calculated as: $(\# \text{ of target audience members who express the desired attitudes} / \text{total} \# \text{ of target audience members}) \times 100$</p> <p>Higher = better</p> <p>In order for implementers to be able to assess the efficacy of their messaging and dissemination efforts, it is recommended that implementers use the disaggregated data to measure the percent of target audience members who confirm having received the specific message(s) disseminated through their activity who express attitudes aligned with the desired behavior.</p> <p>This recommended additional indicator is calculated as: $(\# \text{ of target audience members who express the desired attitudes} / \# \text{ of target audience members who received a specific message}) \times 100.$</p> <p>By tracking both indicators of attitude expression, implementers should be able to assess whether the expression of attitudes amongst target audience members resulted from their direct experience of the disseminated messages or from other factors, including, but not limited to, communication of the message from others who received the specific messages directly (the assumed “interpersonal communications” in the theory of change).</p>
Unit of Measure	<p>Percent of target audience that expresses a desired attitude</p> <p>Additional: Percent of target audience members who confirm having received the specific message(s) disseminated through their activity who express attitudes aligned with the desired behavior</p>
Data Type	Percent

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Disaggregated by	<p>Whether or not the individual confirmed having received the specific message(s) disseminated by the activity;</p> <p>Reason(s) for their expressed attitudes including their exposure to the different message delivery systems used by the activity;</p> <p>Message delivery system;</p> <p>Sex;</p> <p>Other disaggregates as useful (e.g., economic class, social status, etc.)</p>
Rationale for Indicator (optional for USAID)	<p>This indicator measures the percent of a targeted audience that adopts or continues to express attitudes supportive of a desired behavior. The theory of change for Strategic Approach 1 assumes that Key Result 1.1 (1) will be achieved once the targeted audience has received messages related to reducing consumption of illegal wildlife and wildlife products and are engaged in interpersonal communication; and (2) when achieved, will lead to the targeted audience demonstrating the desired behavior and changing social norms. This indicator may also be relevant when the associated result appears in a customized chain.</p>
Data Source	<p>Data sources may include implementing partner surveys, government census data, and/or media estimates of viewership, listenership, and/or readership. For more information, see “Method of Data Collection and Construction.”</p>
Method of Data Collection and Construction	<p>An initial baseline of attitudes must be established. Attitudes should be assessed through surveys or questionnaires that explore a respondent’s inclination (positive or negative) to consume illegal wildlife and wildlife products. Survey instruments should as well be designed to determine which respondents received the specific disseminated messages and through which message delivery systems, what other factors influenced their attitude, etc. It is recommended that survey instruments for indicators 1.1.a (Percent of target audience that receives message) and 1.3 (Percent of target audience that demonstrates desired behavior) be simultaneously designed with the survey instrument for this indicator. Indeed, a single instrument could be designed to collect data for these three indicators.</p>

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	<p>The design of data collection instruments and protocols for data collection and analysis should be informed by robust statistical methodologies and best practices in the field. Available guidance and models should be consulted when available. MEASURE Evaluation 2016a offers guidance relevant to this indicator.</p> <p>For all USAID-funded projects: All data collected should be archived and made available through the Development Data Library (DDL) per ADS Chapter 579, USAID Development Data. Note that this includes “datasets from which indicator values are derived” (ADS Chapter 579) and survey data. Implementers should respect data ownership rights as well as data sensitivity issues.</p>
Reporting Frequency	The frequency of targeted messaging will dictate the frequency of data collection. Data should be collected following the dissemination of targeted messages, however it is likely that multiple messages and communications may be necessary to change attitudes. Implementers should determine timing based on the quantity of messages, allow sufficient time for interpersonal communication to occur (i.e., sharing messages), and consider the expected time for attitudinal changes to occur.
Individual(s) Responsible at USAID	<i>Identify staff member(s) directly responsible for the data, preferably the specific position title or role rather than the employee's name.</i>
Baseline Timeframe	An initial baseline of attitudes must be established.
Rationale for Targets (optional for USAID)	<i>Explain the general basis on which targets are set for the indicator.</i>
Dates of Data Quality Assessments (DQA) and name of reviewer	<i>Dates of each DQA must be indicated as well as the name of the corresponding USAID staff member responsible for the review.</i>

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Date of Future DQAs (optional for USAID)	<i>Date of future planned DQAs should be indicated.</i>
Known Data Limitations	<p>Known Data Limitations (as defined by USAID DQA Guidance):</p> <p>Validity: Attitude and behavior change is a long process and several years of program implementation may be necessary to begin to observe actual changes. Furthermore, it can be difficult to measure attitude and behavior change accurately and verify if respondents have indeed changed their attitudes and behaviors. Responses rely solely on individuals' honesty, which can be influenced by response bias if those in the target audience are familiar with the attitudes and behaviors desired by implementers and want to give a favorable answer. It can also be difficult to link program activities to observed or reported attitude and behavior change because of other outside influences (adapted from MEASURE Evaluation 2016b²).</p> <p>Reliability: No known issues</p> <p>Timeliness: No known issues</p> <p>Precision: Precision may be an issue due to the fact that the measurement will typically sample only a percentage of the target audience, and findings must be extrapolated to the entire target audience.</p> <p>Integrity: No known issues</p>
References	<p>1. MEASURE Evaluation. 2016a. Family Planning and Reproductive Health Indicators Database. Cross-cutting Indicators: Behavior Change Communications, "Percent of audience with favorable attitude." Accessed November 08, 2016.</p> <p>2. MEASURE Evaluation. 2016b. Family Planning and Reproductive Health Indicators Database. Cross-cutting Indicators: Behavior Change Communications, "Percent of audience who practice the recommended behavior." Accessed November 09, 2016.</p>

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	<p>3. USAID. 2017. <i>Measuring Efforts to Combat Wildlife Crime: A Toolkit for Improving Action and Accountability. Version 1.3.</i> USAID Forestry and Biodiversity Office. Available at:</p> <p>https://rmportal.net/biodiversityconservation-gateway/legality-sustainability/wildlife-crime/measuring-efforts-to-combat-wildlife-crime</p>

* All fields are required if this indicator is reported in USAID Performance Plan and Report (PPR), unless the field is marked “optional for USAID.” Non-USAID users should select only PIRS elements that are appropriate to their needs.